

# Dealership Survey Conductor



With the **Dealership Survey Conductor** sub-module, you can create interactive dialling survey campaigns for existing customers, in which case, the **Dealership Survey**

**Conductor** system would compile responses from customers regarding their opinions on services received from the dealership and any suggestions they can offer on what they like or dislike about the dealership and its services. You can even offer perks to customers who are willing to participate in the survey, such as discounts on vehicle service packages.



**Example:** *"Hi this is (dealership name) calling for (vehicle owner) who has recently purchased a vehicle from us. We are offering (discount price) on his/her next (service type). In order to qualify for this offer, we will need a few minutes of (vehicle owner's) time to answer some questions regarding our dealership's services."*

**Press 1** now if you are (vehicle owner) and wish to participate in the survey (the Dealership Survey Conductor will take the caller directly to a interactive scripted prompting survey that will ask the caller a series of questions regarding how they like the service, to which the caller must reply by entering a digit on their keypad from 1 to 5, with 1 being best and 5 being worst).

**Press 2** if you are not the vehicle owner or you require information on how to participate in this survey at a later date (the system will play a message to the caller regarding information on how to call into the system to participate in the automated survey at anytime).

**Press 3** if you wish not to participate in this or any future surveys (the Dealership Survey Conductor compiles a list of numbers to be excluded from the next dealership survey campaign).



*We take technology to task.™*

*Automotive Telephony Applications like Dealership Voice Broadcasting are quickly becoming one of the smartest business tools for car dealerships today. They're proven to optimize customer communications, reduce overhead and increase revenue in sales*

and service. *TasTec Inc.* offers a unique portfolio of products to managers of small, medium and large sized automotive dealerships. At *TasTec Inc.*, our goal is to introduce revolutionary applications to stakeholders of the automotive industry to help solve their unique business challenges. With emphasis placed on; scalability, flexibility, ease-of-use and open architecture, the *TasTec Inc.* line of modular products introduced are; simple to integrate, forward and backward compatible, well supported and custom designed. *TasTec Inc.* specializes in making new or existing infrastructures more intelligent, by introducing solutions that best fit your requirements, so you don't have to; forklift equipment, take a loss on past investments or abandon plans for acquiring mission critical applications.

**Call *TasTec Inc.* at 289-632-2338 for more info or visit:**

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